

## ORDER



**Orders**  
**Order / Rev:** 705894  
**Alt Order #:** 06272870  
**Product Desc:** OBAMA SKED B  
**Estimate:** 1596  
**Flight Dates:** 08/11/12 - 08/17/12  
**Original Date / Rev:** 08/10/12 / 08/10/12  
**Order Type:** Political

**WFMY-TV**  
**Primary AE:** Nick Welte  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama For America  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/06/12	08/12/12	5	\$1,850.00	\$1,572.50
08/13/12	08/19/12	39	\$11,500.00	\$9,775.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	44	\$13,350.00	\$11,347.50	0.00
<b>Totals</b>	<b>44</b>	<b>\$13,350.00</b>	<b>\$11,347.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	08/13/12	08/16/12	Letterman David Letterman	CM	1135p-1235a	MTWT---	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWT---					2	\$150.00		0.00			
E 2	WFMY	08/13/12	08/16/12	Price Is Right Price Is Right	CM	11a-12p	MTWT---	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWT---					1	\$250.00		0.00			
E 3	WFMY	08/13/12	08/16/12	Late Late Show Late Late Show	CM	1235-135a	MTWT---	:30	4	\$40.00	P-3	0.00	NM	4	\$160.00
LATE NITE WITH CRAIG FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWT---					4	\$40.00		0.00			
E 4	WFMY	08/13/12	08/16/12	News2 at Noon News2 at Noon	CM	12-1230p	MTWT---	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
NEWS 2 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWT---					1	\$250.00		0.00			
E 5	WFMY	08/13/12	08/16/12	M-F 4-5p Ellen Degeneres	CM	4-5p	MTWT---	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWT---					2	\$150.00		0.00			

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WFMY	08/13/12	08/16/12	News 2 at 5 News 2 at 5	CM	5-530p MTWT- - -	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
NEWS 2 AT 5PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWT- - -		4		\$350.00			0.00			
E 7	WFMY	08/13/12	08/16/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a MTWT- - -	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
GOOD MORNING SHOW 5A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWT- - -		4		\$100.00			0.00			
E 8	WFMY	08/13/12	08/16/12	News 2 at 6 News 2 at 6	CM	6-630p MTWT- - -	:30	3	\$575.00	P-2	0.00	NM	3	\$1,725.00
NEWS 2 AT 6PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWT- - -		3		\$575.00			0.00			
E 9	WFMY	08/13/12	08/16/12	M-F 6-8a Good Morning Show	CM	6-8a MTWT- - -	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
GOOD MORNING SHOW 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWT- - -		5		\$175.00			0.00			
E 10	WFMY	08/13/12	08/16/12	M-F 7-730p Wheel of Fortune	CM	7-730p MTWT- - -	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
WHEEL OF FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWT- - -		2		\$750.00			0.00			
E 11	WFMY	08/13/12	08/16/12	M-F 730-8p Jeopardy	CM	730-8p MTWT- - -	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWT- - -		2		\$750.00			0.00			
E 12	WFMY	08/13/12	08/16/12	CBS This Morning CBS This Morning	CM	8-10a MTWT- - -	:30	6	\$90.00	P-2	0.00	NM	6	\$540.00
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWT- - -		6		\$90.00			0.00			
E 13	WFMY	08/11/12	08/17/12	News 2 at 11 News 2 at 11	CM	11-1135p MTWTFSS	:30	4	\$650.00	P-1	0.00	NM	4	\$2,600.00
NEWS 2 AT 11														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWTFSS		4		\$650.00			0.00			
E 14	WFMY	08/11/12	08/11/12	News 2 at 6 Saturday News 2 at 6 Saturday	CM	6-630p - - - - - S-	:30	1	\$200.00	P-2	0.00	NM	0	\$0.00
NEWS 2 AT 6P- SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	- - - - - S-		1		\$200.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WFMY	08/06/12-08/12/12		News 2 at 6 Saturday		6-630p	- - - - - Sa - -	:30	<del>(\$200.00)</del>		0.00	NM		
See MG 15.2, 15.3, 15.4														
E 15	WFMY	08/11/12	08/11/12	Sat 7-730p Sat Wheel of Fortune	CM	7-730p - - - - - S-	:30	1	\$175.00	P-2	0.00	NM	3	\$550.00
WHEEL OF FORTUNE - SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	- - - - - S-		1		\$175.00			0.00			

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E 15	WFMY	08/11/12	08/11/12	Sat 7-730p Sat Wheel of Fortune	CM	7-730p	-----S-	:30	1	\$175.00	P-2	0.00	NM	3	\$550.00	
WHEEL OF FORTUNE - SAT																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S-		1				\$175.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WFMY	08/06/12-08/12/12		Sat 7-730p		7-730p	-----Sa--	:30		<del>(\$175.00)</del>		0.00	NM			
See MG 15.2, 15.3, 15.4																
2	WFMY	08/12/12-08/12/12		Good Morning Show Sunday 6-9a			-----Su	:30		\$200.00		0.00	NM			
Ⓜ MG for 14.1, 16.1, 15.1																
3	WFMY	08/11/12-08/11/12		Good Morning Show Saturday 6-9a			-----Sa--	:30		\$175.00		0.00	NM			
Ⓜ MG for 14.1, 16.1, 15.1																
4	WFMY	08/11/12-08/11/12		Good Morning Show Saturday 6-9a			-----Sa--	:30		\$175.00		0.00	NM			
Ⓜ MG for 14.1, 16.1, 15.1																
E 16	WFMY	08/11/12	08/11/12	Sat 730-8p Sat Jeopardy	CM	730-8p	-----S-	:30	1	\$175.00	P-2	0.00	NM	0	\$0.00	
JEOPARDY - SATURDAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S-		1				\$175.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WFMY	08/06/12-08/12/12		Sat 730-8p		730-8p	-----Sa--	:30		<del>(\$175.00)</del>		0.00	NM			
See MG 15.2, 15.3, 15.4																
E 18	WFMY	08/15/12	08/15/12	Wed Prime A Big Brother 14	CM	8-9p	--W----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00	
BIG BROTHEREFF 07/18/12																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--W----		1				\$1,000.00		0.00				
														Totals	44	\$13,350.00